

REMARKS

The present application has been amended in response to the Examiner's Office Action to place the application in condition for allowance. Applicant, by the amendments presented above, has made a concerted effort to present claims which clearly define over the prior art of record, and thus to place this case in condition for allowance.

Regarding page 2 and Examiner's two specific objections, Applicant attaches four printouts marked A, B, C and D, produced by a Google search which shows this kind of product to be known. As it appears to be referred to as a "mirror TV", the above expression has been inserted into Claim 1 to replace "the mirror vision principle". Regarding the Examiner's objection to "the media type", this has been replaced in Claim 1 by "said visual display device". Also in Claim 1, the opening words "A heating radiator or heated towel rail..." have been amended to "A heating device, such as a radiator or towel rail...", with all the opening wording of all the sub-claims amended to "A heating device...". Consistory amendments have been effected to Claims 2-20.

It is noted that Examiner raised no '102 objections, but only '103 objections.

Considering WO 03/081905, Applicant's Claim 1 is directed to a heating device, either in the form of a (space) heating radiator, or a towel rail which doubles as a towel drying/airing device and as a space heating device.

WO 03/081905 is not a heating device of any form, but relates to a TV, inset into a bathroom wall, and is concerned with the safe supply of power in a moisture laden atmosphere.

The Examiner refers to paragraph 13 of WO 03-081905, but this refers to the heating of the TV to dissuade condensation, and is not a (space) heating device.

JP 02285172 similarly does not disclose a heating device, but a TV inset into a bathroom wall (see Figs 1, 3 and 6) and proposes dual use (TV/mirror) on limited wall space.

US 5210611 is similarly not concerned with a (space) heating device, but rather relates to auto tuning.

Applicant's heating device and integrated TV/mirror offers the possibility of upgrading a bathroom, particularly multiple hotel bathrooms, at minimum installation cost -- with WO 03/081905 and JP02285172, the wall must be excavated and then made good with possible re-tiling and/or re-decorating.

In contrast, Applicant's heating device -- considered for example in the tubular embodiment for the through flow of hot water -- can be supplied in industry-standard lengths e.g. 4ft, 6ft etc so that a plumber may simply remove an ordinary central heating radiator or an ordinary towel rail of standard 4ft, 6ft etc length, and install one of Applicants, using the same water inlet and outlet connectors, to provide a TV facility to a bathroom, without the need to excavate a wall and make good afterwards, with minimal installation time, such that bathroom may be back in use in the minimal time, which is of considerable interest to hotel owners, and furthermore, just like an inset TV (in contrast to a free-standing TV) Applicant's TV is virtually theft proof, which is a not insignificant consideration for hotels, sports clubs etc and other buildings to which the general public has access.

It is submitted that neither WO 03/081905, or JP02285172, or US5210611 taken singularly or together disclose or suggest the integration of a TV into a utility heating item such as a radiator or towel rail, with the minimal installation costs and disruption outlined above, and consequently Claim 1, amended to remove the deficiencies pointed out by the Examiner, should be found patentable, together with the appended sub-claims.

In view of the above remarks, Applicant respectfully submits that the claims of the present application should be allowed. Should the present claims not be deemed adequate to effectively define the patentable subject matter, the Examiner is respectfully urged to call the undersigned attorney of record to discuss the claims in an effort to reach an agreement toward allowance of the present application.

Respectfully submitted,

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What is a Mirror TV?

A Mirror TV is a second time real mirror with an LCD TV or Plasma TV screen behind it. When the TV is on you see the display, when it's turned off you see a real reflection.

Design

The appearance is completely simple, integrate their LCD TV or

Plasma TV with the mirror design without compromising on style. Design is integrated, as is the screen, and it takes a wall-mounted space a good 60 mm over a standard LCD TV or Plasma TV.

It is a mirror TV, you can hide or show your TV. That is because just as your room decor, it is perfectly integrated in a cabinet for the door always having a monitor to place a large screen, mirror, cabinet floor, top, square frame and to reduce design to appear more elegant. With technology perfectly integrated and Plasma TV, designers have been forced with the decision of integrating a sleek, modern design to help you see the LCD or Plasma TV. A Mirror TV lets you do both. You can use a traditional mirror cabinet for the bedroom and in the same time have the TV integrated in the cabinet.

So whether your decorating objective is to hide or reveal your TV, a Mirror TV will help you achieve the look you want.

LCD Mirror TV or Plasma Mirror TV

Whether you want an LCD TV or a Plasma TV, the Mirror TV for you, you will find that a Mirror TV will work beautifully. With a screen size from 15" to 42" you can have a Mirror TV of a mirror cabinet and with the same technology, you can have a Mirror TV of a mirror cabinet. You don't have to be forced to choose between a Mirror TV and a Plasma TV, you can have both.

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Our beautiful Eclipse Television Mirror is an elite LCD television built into a finely crafted mirror. The Eclipse mirror shows the brilliant images and colors of our LCD TV to view through when turned on. When turned off, the LCD TV completely disappears leaving only the true mirror reflection.

Install in your bathroom, bedroom, livingroom, den, salon, bar, restaurant or anywhere where you can hang a mirror.

Our Eclipse Mirrors reduces our proprietary coating that is designed specifically for a Television Mirror.

Eclipse Mirrors provide the closest match in the industry to the brightness of an actual mirror.

The Eclipse Mirror television incorporates our state of the art 1" thick LCD TV. The LCD TV has two vented speakers that generate exceptional sound quality and clarity.

The 15" LCD is a 1" thick the LCD television with overall depth of mirror 1 1/2"

The 20" LCD (actual size 21.6") has an overall depth of 3" and will require partial recessing of the wall.

The LCD TV has an option to add external sound.

Choose Your Mirror and TV Size(dropdown on right):

Model CS-2436-15 24" x 36" mirror - with 15" LCD TV

Model CS-3636-15 36" x 36" mirror - with 15" LCD TV

Model CS-4836-15 48" x 36" mirror - with 15" LCD TV

Model CR-2436-20 24" x 36" mirror - with 21.6" LCD HDTV

Model CR-3636-20 36" x 36" mirror - with 21.6" LCD HDTV

Model CR-4836-20 48" x 36" mirror - with 21.6" LCD HDTV

Includes: Mirror, Television and mounting bracket, mounting hardware, remote. Contact your local electrician to install an outlet and to place in the wall where you intend on installing the TV mirror.

Custom TV (up to 42") and mirror sizes (up to 96"x60") can also be created. The T.D. can be placed anywhere within 3" of the mirror's edge. The mirrors are not framed. Call for a quote. Quantity discounts over orders over 5 units are also available. Units are shipped crated via ground freight.

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